

Abstract

Rokhmalia, Hedi. *A Short Study of the Meaning of Some English Brand Names of Soap and Shampoo Products (A Semantic Approach)*. A thesis submitted as a partial fulfillment of the requirement for Sarjana Degree of the English Department, Faculty of Letters, Airlangga University, 2004.

The study is aimed at observing how the English brand names of soap and shampoo products are characterized in terms of its denotation and connotation. The approach used in observing the language of soap and shampoo English brand names is semantic approach i.e. the study of denotative and connotative meanings by Lawrence Perrine who postulated that denotation is the basic part of word's meaning; that is, the dictionary meaning or meanings of the word; meanwhile, the connotation is the overtones of word's meaning. In addition, the theory of connotation made by Howard Jackson who stated that connotation related to the associations that a word has over and above its denotation which is rather subjective and not shared in the same way by all speakers of a language, is also used by the writer in analyzing the English brand names of soap and shampoo products. The study is limited to the soap and shampoo products since those are the items that commonly use English words as the label that may have two meanings, that is surface meaning or denotative meaning and deep meaning or connotative meaning. The data were taken from soap and shampoo products sold in some marketplaces in Surabaya and from the magazines and books of cosmetics. In collecting the data, a purposive sampling is done by picking out samples of brand names of soap and shampoo products which have certain characteristics that is, those which are labeled in English. The result of the analysis has shown that the denotations of English soap and shampoo brand names are varied. Those denotations may reflect the function, nature, benefits, and substance of the products. Furthermore, the connotations of the data interpreted by the writer are beyond its denotations and it appears to be varying in creation. From the result of the classification of the connotations of soap and shampoo brand names, it is found that the dominant connotation of English soap and shampoo brand names is the connotation concerning nature. So, it can be said that most of soap and shampoo English brand names relatively connote to the original, nutritious, safe, and healthy substances contained in the products.

CHAPTER I

INTRODUCTION